

MBE

20TH ANNIVERSARY

Lexington Bluegrass Area
Minority Business Expo

2022 CALL FOR PRESENTATIONS IS NOW OPEN!

Submission deadline: May 20, 2022

Conference: August 4 – 5, 2022

The *Lexington Bluegrass MBE* is celebrating 20 years and we are back **in-person!** Our goal is to serve expo participants by providing high-valued learning sessions and experiences. Our audience members have high expectations for session content and delivery. The following information and resources will help you meet – and exceed – those expectations..

SUBMISSION CATEGORIES

Workshop or Panel? A description of each option follows:

- Live Workshop: 60-minute interactive session with participants.*
- Live Panel: 60-minute panel discussion with no more than four panelists with participants. Each panelist will present a 5-7 minute brief on a common topic followed by discussion and Q&A.

**Note—on average there are 20-30 participants that attend the workshop.*

SUBMISSIONS

The effects of the global pandemic on small businesses during the past two years continues to be ongoing. As such, submissions that include a component addressing business operations, recovery, declines, survival and/or diversification in the context of how to move past the pandemic are preferred. The programming is multi-disciplinary; therefore, high quality proposals are invited that fall into one of the suggested categories, Advertising and Marketing, Financial, Business Management, or Business Planning.

Potential topics include:

- How to Manage Your Business Now and in the Future with Federal, State and Local Pandemic Guidelines Taking Control
- How to Successfully Develop Your Business via Remote Working for Employees
- Ways to Diversity and/or Grow Your Business
- Innovation
- Future Trends and Forecast for Business
- Sustaining Your Business and What it Takes to Keep it Successful
- Conducting an Effective Zoom Meeting
- Leveraging SBA Programs to Build and Grow Your Business with Capital
- Using Social Media to Grow Your Business
- Networking and Growing Your Network to Build and Develop Business Opportunity
- Resources to Help Start a Small Business in the Shadow of COVID-19
- Federal & State Resources for Businesses to Recover from COVID-19
- Lessons Learned from a Business that Thrived during 2020
- Ransomware 101: How to Safeguard Your Information
- Effective Use Cases for Social Media
- Digital Currency – An Opportunity to Bridge the Generational Wealth Gap

PRESENTER BENEFITS

Participating in Lexington Bluegrass MBE as a speaker allows you to:

- Enhance the knowledge and skills of your industry peers
- Gain professional recognition as a subject matter expert
- Enhance your company's name recognition in the state's #1 conference and exposition
- Receive a complimentary pass to the full *Lexington Bluegrass MBE* (No payment will be paid to any presenter)

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POLICIES

Various policies maintain the integrity and educational value of this program. Three are found below.

- Limit of **three** proposal submissions per individual or company
- Maximum of **two** selections per individual or company
- Content must be **commercial-free** and **vendor-neutral**

Lexington Bluegrass MBE encourages presenters of all backgrounds to apply and be intentional regarding matters of diversity, inclusion, and equity, in their submissions and presentations. *Lexington Bluegrass MBE* embraces receiving proposals from individuals from all diverse backgrounds including, but not limited to, race, color, culture, religion, sex, national origin, pregnancy, age (40 and over), veteran status, genetic information, and disability. *Lexington Bluegrass MBE* further embraces any Kentucky state and local laws recognizing protected classes to include sexual orientation, gender identity or expression, political affiliation, ancestry, and status as a smoker or nonsmoker as long as the person complies with any workplace policy concerning smoking.

Please email all questions to the Lexington Bluegrass Minority Business Expo, LexingtonMBE@gmail.com.

PRESENTATION SUBMISSION

All submissions should be emailed to LexingtonMBE@gmail.com. Submit your name as you wish to see it published. Please include any professional designation after your last name.

Name _____ Job Title _____

Company _____

Address _____ City, State, Zip _____

Phone Number _____ E-mail Address (Required) _____

Will you have a co-presenter? No Yes If yes, submit another form for the co-presenter with this submission.

Title of Session _____

Summary of Session

In 75 words or less, provide a summary of the content. **If you are selected to present, the description submitted below will be used in promotional media and on the conference website.** Please Note: We may change and/or reduce your title/description for program clarity.

Provide a one-sentence primary learning objective of your presentation. Please do not give bullet points, multiple objectives joined by semi-colons, or several sentences. Here is an example: *This session will help you prepare for changes in the workplace by examining and discussing emerging issues in the workplace and their effect on the bottom line.*